

HOUSEHOLD CONSUMPTION OF BROILER CHICKEN IN KUDUS, CENTRAL JAVA

*Mahmud Basyirudin Zulkarnain , Wiwit Rahayu , Ernoiz Antriyandarti
Study Program of Agribusiness, Faculty of Agriculture, Universitas Sebelas Maret Surakarta*

ABSTRACT

Consumption of animal protein in Indonesia especially broiler chicken meat is still low compared to the standard set by the world food agency Food and Agriculture Organization (FAO). The study aims to assess the pattern of household consumption of animal food, to analyze socio-economic factors that influence and the most influence on the consumption of chicken meat, as well as analyze the elasticity of demand of chicken meat in the household. To estimate the factors influencing broiler chicken meat consumption, series models is created. Random Effect Model regression is used to estimate the factors. Chicken meat is a food source of animal protein most commonly consumed. Socio-economic factors that influence is the number of family members, household income, the price of chicken meat, the price of eggs, the price of rice, the price of beef, fish prices, and neighborhoods. The most influential factor is the price of chicken meat. Chicken meat is included in the normal goods. Eggs chicken, beef, and fish are positive, while rice are negative of chicken meat. The analysis of broiler chicken meat Consumption in household in Kudus shows that Chicken meat is included in the normal goods, which means goods which will increase demand as a result of the increase in revenue.

Keywords: *Consumption Pattern, Animal Consumption, Elasticity of Demand, Data Panel, Random Effect Model.*